

PEARSON PLC
(the “Company”)

Non-Executive Directors’ Share Purchase Plan

Below are details of purchases (made under the Company’s Non-Executive Directors’ Share Purchase Plan) of Pearson plc ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London Stock Exchange on 29 June 2012 and notified to the Company on 2 July 2012:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	191	0.00002%	£12.56	15,160	0.00186%
Patrick Cescau	184	0.00002%	£12.56	7,500	0.00092%
Vivienne Cox	152	0.00002%	£12.56	351	0.00004%
Ken Hydon	939	0.00012%	£12.56	15,973	0.00196%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	251	0.00003%	\$20.08	13,766	0.00169%
Joshua Lewis	251	0.00003%	\$20.08	4,417	0.00054%

This notification is made in accordance with DTR 3.1.4R.